

## ORDER



**Orders**  
**Order / Rev:** 724488  
**Alt Order #:** 06393581  
**Product Desc:** FITZGERALD FOR CNGRS  
**Estimate:** 12853  
**Flight Dates:** 10/25/12 - 11/05/12  
**Original Date / Rev:** 10/23/12 / 10/24/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Media Strategies  
**Buying Contact:** Chris Vail  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** FITZGERALD,K/D/US HOUSE  
**Demographic:** A25-54  
**Product Codes:** PL-US House Representative  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	12	\$19,975.00	\$16,978.75
10/29/12	11/04/12	26	\$49,550.00	\$42,117.50
11/05/12	11/11/12	5	\$4,150.00	\$3,527.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$19,975.00	\$16,978.75	0.00
November 2012	31	\$53,700.00	\$45,645.00	0.00
<b>Totals</b>	<b>43</b>	<b>\$73,675.00</b>	<b>\$62,623.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	10/28/12	10/28/12	CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$500.00		0.00			
E 2	WTSP	10/26/12	10/26/12	Price Is Right	CM	11a-12p	----F--	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$1,600.00		0.00			
E 3	WTSP	10/26/12	10/26/12	M-F 4-5p	CM	4-5p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$800.00		0.00			
E 4	WTSP	10/25/12	10/25/12	M-F 5-530p	CM	5-530p	---T---	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				5-530p 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$550.00		0.00			
E 5	WTSP	10/25/12	10/25/12	M-F 530-6p	CM	530-6p	---T---	:30	1	\$275.00	P-4	0.00	NM	1	\$275.00
				10 News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$275.00		0.00			
E 6	WTSP	10/26/12	10/26/12	M-F 6-630p	CM	6-630p	----F--	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
				6-630p 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 724488  
 Alt Order #: 06393581  
 Flight Dates: 10/25/12 - 11/05/12

Advertiser: FITZGERALD,K/D/US HOUSE  
 Product Desc: FITZGERALD FOR CNGRS  
 Estimate: 12853

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WTSP	10/26/12	10/26/12	M-F 6-630p 6-630p 10 News	CM	6-630p	----F--	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$500.00		0.00			
E 7	WTSP	10/25/12	10/26/12	7-730p Wheel of Fortune	CM	7-730p	---TF--	:30	2	\$1,300.00	P-4	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		2				\$1,300.00		0.00			
E 8	WTSP	10/25/12	10/25/12	Thu Prime B Person of Interest	CM	Thu 9-10p	---T---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$9,000.00		0.00			
E 9	WTSP	10/26/12	10/26/12	Fri Prime B CSI: NY	CM	Fri 9-10p	----F--	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$3,000.00		0.00			
E 10	WTSP	10/25/12	10/25/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	---T---	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$1,000.00		0.00			
E 11	WTSP	10/29/12	11/01/12	Price Is Right Price Is Right	CM	11a-12p	M--T---	:30	2	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M--T---		2				\$1,600.00		0.00			
E 12	WTSP	10/29/12	11/02/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$800.00		0.00			
E 13	WTSP	10/30/12	10/30/12	M-F 5-530p 5-530p 10 News	CM	5-530p	-T-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$550.00		0.00			
E 14	WTSP	10/31/12	11/02/12	M-F 530-6p 10 News at 530p	CM	530-6p	--W-F--	:30	2	\$275.00	P-4	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--		2				\$275.00		0.00			
E 15	WTSP	10/29/12	11/01/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MTWT---	:30	4	\$500.00	P-4	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWT---		4				\$500.00		0.00			
E 16	WTSP	10/29/12	11/01/12	7-730p Wheel of Fortune	CM	7-730p	M-WT---	:30	3	\$1,300.00	P-4	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-WT---		3				\$1,300.00		0.00			
E 17	WTSP	10/30/12	10/30/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$10,000.00		0.00			
E 18	WTSP	11/01/12	11/01/12	Thu Prime C Elementary	CM	Thu 10-11p	---T---	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$8,000.00		0.00			
E 19	WTSP	11/02/12	11/02/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	----F--	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$6,000.00		0.00			
E 20	WTSP	11/04/12	11/04/12	Sun Prime C The Good Wife	CM	Sun 9-10p	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$7,000.00		0.00			

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 Estimate: 12853

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WTSP	11/04/12	11/04/12	Sun Prime C The Good Wife	CM	Sun 9-10p	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$7,000.00		0.00			
E 21	WTSP	11/02/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	----F--	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,000.00		0.00			
E 22	WTSP	11/04/12	11/04/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,800.00		0.00			
E 23	WTSP	10/29/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M--F--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M--F--		2				\$700.00		0.00			
E 24	WTSP	11/05/12	11/05/12	M-F CBS Soaps Young & Restless/Bold & Beauti	CM	M-F 1230-2p	M-----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,100.00		0.00			
E 25	WTSP	11/05/12	11/05/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$550.00		0.00			
E 26	WTSP	11/05/12	11/05/12	M-F 6-630p 6-630p 10 News	CM	6-630p	M-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$500.00		0.00			
E 27	WTSP	11/05/12	11/05/12	7-730p Wheel of Fortune	CM	7-730p	M-----	:30	1	\$1,300.00	P-4	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,300.00		0.00			
E 28	WTSP	11/05/12	11/05/12	Letterman Late Night with David Letterman	CM	1135p-1237a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$700.00		0.00			
N 29	WTSP	10/25/12	10/26/12	530-6a 530-6a 10 News	CM	530-6a	---TF--	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---TF--		1				\$150.00		0.00			
N 30	WTSP	10/29/12	11/01/12	530-6a 530-6a 10 News	CM	530-6a	MTWT---	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWT---		1				\$150.00		0.00			
Totals													43	\$73,675.00	